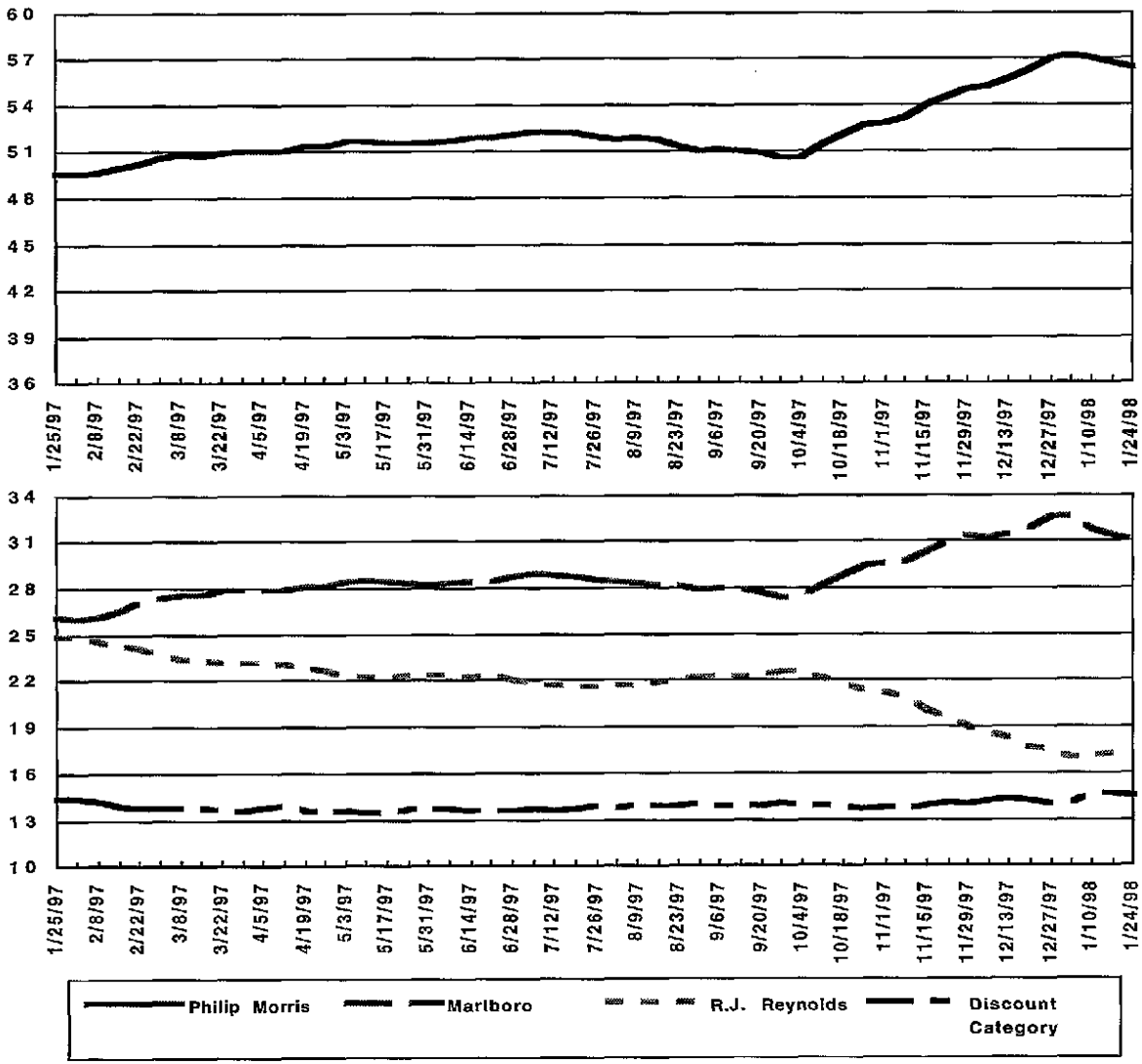
KROGER CO-SUITE 340
THROUGH W/E 1/24/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	54.49	56.38	52.63	55.79	3.16
Marlboro	30.21	31.00	29.13	28.67	-0.46
OPB	15.12	15.67	15.06	16.06	1.00
Basic	8.67	9.32	7.81	10.68	2.87
R. J. Reynolds	19.43	17.40	21.37	17.47	-3.90
Camel	2.79	2.55	3.19	2.56	-0.63
Winston	5.96	5.30	6.07	5.41	-0.66
Doral	1.17	1.00	1.36	0.87	-0.49
B&W	14.00	14.09	14.04	14.17	0.13
GPC	0.55	0.72	0.41	0.44	0.03
Lorillard	10.84	11.04	10.64	11.41	0.77
Newport	7.10	7.29	6.85	7.99	1.13
Liggett Group	1.23	1.09	1.28	1.16	-0.13
Premium	85.91	85.47	86.19	84.72	-1.46
Private Label	0.22	0.19	0.28	0.12	-0.16
Avg Ind CPW	124.04	120.81	129.56	116.37	-13.19
Avg PM CPW	67.59	68.11	68.19	64.93	-3.26
Avg Marl CPW	37.48	37.45	37.74	33.36	-4.38
# of Stores	75	75	75	75	0

Source: STARS Store Level Data

National Account Package I

2071842650

Source: https://www.industrydocuments.ucsf.edu/docs/lxgy0004